

# Cobus The Viking Visser

## The Man

Cobus *The Viking* Visser is a renowned South African Certified Speaking Professional, author, trainer, facilitator, business coach, and Master Firewalking Instructor dedicated to helping individuals and business leaders reach their greatest potential. Over the past decade, he has worked with thousands of individuals, teams, and organisations to achieve peak performance — and what you do to be the best *you* in your organisation effortlessly becomes the best you in life.

## The Means

Cobus holds a BBA in Marketing Management from the IMM Graduate School. Adjacent to his degree, he has dedicated a great sum of his time to amplifying his ability to motivate and inspire others to succeed in every arena. He is expertly qualified as the only Certified Master Firewalking Instructor in Africa and a Certified Master Executive Business Coach who leads driven, powerful, forward-thinking individuals to achieve greater impact within their organisations. In addition, he has completed courses in Applied Sports Psychology, Train the Trainer, and Mental Strength, and is skilled as an Enneagram and MapsTell facilitator, amongst a host of other development courses that bring the most out of every mentee.

## The Crux

But he hasn't only pursued the academic; Cobus lives the ethos of doing *whatever it takes* to achieve every version of your life that you pursue. After being diagnosed with haemophilia as a child and enduring excruciating pain for years, he found himself in the hospital in 2013, unable to move. Instead of conceding to that fate, Cobus decided his body would no longer be his prison. He has since not only gained full mobility but has also conquered a seemingly impossible feat and has scaled Mount Kilimanjaro on crutches.

## But Wait—There's More

Cobus has co-authored three books, *Extraordinary You 1, 2, and 3*, with fellow coach, Renier Horne, and has released his debut memoir, *Walking Through Fire* in English and *Loop Deur Vuur* in Afrikaans — available globally. And since starting this journey, he has twice been honoured with the Men of Valour and Men of Valor Visionary award, 100 Most Reputable African 2026, NSBC Top 20 Small Business In South Africa 2025, NSBC National Entrepreneur Champion 2025, and 2024 has seen him receive global recognition as a Certified Speaking Professional, headlining at the Global Speakers Association in Bali, the Business Expo Africa and REAL Success in South Africa, amongst many others, and hosting firewalks for notable international speakers such as Skipp Archimedes and Robin Banks. But Cobus hasn't stopped there; his drive for pushing one's limiting beliefs has landed him several roles on local television and media outlets.

Cobus lives his life by two maxims: to **#livewithoutregret** by doing **#whateverittakes**.

***Are you ready to do the same?***